

BRAZIL TRADE MISSION (EARLY SPRING 2008)

This trade mission will include stops in Sao Paulo and Porto Alegre.

Brazil is ranked the 12th largest economy in the world and is the 12th largest single country destination for Iowa's exports. It represents about half of the South American territory and economy. The country is rich in agricultural, mineral and industrial resources and offers substantial market opportunities for U.S. exporters in a diverse array of sectors that support Brazil's drive to industrialize further, court energy and transportation investment, and cultivate export-led growth. The U.S. continues to be Brazil's single largest trading partner.

Brazil has diversified industrial and agricultural sectors with many opportunities for both large and small U.S. businesses. Despite partial liberalization in recent years, the complexities of Brazil's business environment can still create substantial obstacles, making trade mission participation very practical.

Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745 for additional information and/or to recommend travel dates for this mission.

CENTRAL MEXICO TRADE MISSION (NOVEMBER 26 – DECEMBER 1, 2007)

Mexico is the second largest single country market for Iowa exports, capturing over 15 percent of the exports in 2006.

Exports have increased 25 percent each of the last two years! This mission will concentrate on Mexico's central region and provide opportunities to explore the largest market in Mexico: Mexico City.

Mexico City will serve as our hub with one-on-one pre-qualified business meetings in the city and day trips to the surrounding secondary and tertiary markets including the state of Mexico, Hidalgo and Puebla. This area is the political and financial center of Mexico and constitutes over 45 percent of Mexico's total industrial base.

All industry sectors are invited to participate in this mission. Please contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745 for more information.

ASIA MEAT TRADE MISSION (FEBRUARY 16 – 27, 2008)

This Iowa trade mission will stop in Japan, Iowa's largest meat export market, plus the Philippines and Taiwan.

Japan is the largest export market for Iowa pork and beef (pre-BSE) and is creating a growing niche opportunity for all Iowa meats. The Philippines is a strong market for processing materials and Taiwan is an important trading partner.

This Iowa meat mission is open to all Iowa meat sectors. Individual appointments will be arranged for Iowa suppliers to meet importers, processors and retailers. An Iowa reception will be held in Japan. Contact Mark Fischer at mark.fischer@iowalifechanging.com or 515.242.4760 for more information.

IOWA TRADE MISSION TO NORTHERN MEXICO (MARCH 9 – 15, 2008)

Mexico offers enormous market opportunities and is the second largest destination for Iowa's exports.

This mission will focus on secondary markets in northern and western Mexico, visiting Monterrey and Guadalajara. Monterrey is an entry point for many U.S. products and is Mexico's third largest city. Guadalajara is Mexico's second largest city and a regional distribution center for western Mexico.

It is open to meat, livestock and manufacturing companies. One-on-one pre-qualified appointments will be arranged in each location for participating companies whether they are seeking to develop or expand direct export sales, locate distributors or agents, conduct market research or have other goals.

For more information contact the appropriate representative listed below:

Meat and Livestock Companies/Mark Fischer at mark.fischer@iowalifechanging.com or 515.242.4760

Manufacturing Companies/Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745



SEOUL FOOD & HOTEL SHOW

(MAY 14 – 17, 2008)

Korea is a fast growing market for imported foods. In 2007, the Seoul Food & Hotel Show drew a record number of attendees and opened sales opportunities for Iowa exhibitors. The Korea – USA Free Trade Agreement will give Iowa suppliers an advantage in growing market share.

The Seoul Food & Hotel Show is hosting two distinct sections: domestic exhibitors and international businesses. Domestic exhibitors section will be open to both business and consumers, while the international businesses section will be open to a trade-only audience. This section is best suited for new-to-country companies looking for a distributor.

Iowa food and meat companies can join IDED at this important regional show. For more information contact Mark Fischer at 515.242.4760 or mark.fischer@iowalifechanging.com.

TRADE MISSION TO CHINA

(SPRING OF 2008)

Join IDED in a multi-city trade mission to China tentatively scheduled for May 2008.

This trip offers opportunities to expand your markets, locate distributors, define end users or do regional market research. China is equipped to provide opportunities for all sizes of companies. IDED's International Office, with the assistance of our contractor, Phoenix Consulting LLC, will organize an itinerary specifically to meet your company's defined goals and arrange meetings for you within locations of China best suited for your product or service.

Learn about the various regions of China, the different marketing strategies to penetrate those locations and the logistical obstacles you may need to overcome. Please contact Kathy Hill at kathy.hill@iowalifechanging.com or 515.242.4741.

OTHER INFORMATION

NEW STAFF

After working as a summer intern, the International Office welcomes Micah Kiel as the new European Marketing Manager. Micah will work to further Iowa exports to Europe, Russia, the Middle East and North Africa. Micah can be contacted at micah.kiel@iowalifechanging.com or 515.242.4801.

INDIVIDUALIZED ASSISTANCE AVAILABLE IN MEXICO:

Through its representative in Mexico, IDED has the ability to provide Iowa exporters with customized assistance, some involving a nominal fee:

- Assistance in researching or resolving a specific issue
- Industry-Market Analysis (IMA): research and analyze the target market for a product or service to determine market potential, competitors, competitive products/services, marketing channels, market characteristics and distribution, advertising and promotions and requirements to conduct business
- Sales Associate Search (SAS): identifying and pre-screening potential customers, agents, distributors or other sales associates based upon industry-market parameters and criteria provided
- Customized Business Appointments (CBA): an itinerary of appointments, arrange for interpreters and drivers, customized orientation briefing, consult on relevant market or business issues, introductory meetings with local professional service providers for legal, financial, logistics or other business consulting services
- Trade Show Support (TSS): pre-show promotions and/or post-show follow-up support.

Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745 to discuss.

EXPORT TRADE ASSISTANCE PROGRAM (ETAP) CAN ADD UP TO \$12,000 TO YOUR MARKETING BUDGET!

The State of Iowa offers financial assistance to Iowa companies who wish to take advantage of international trade shows and trade missions to enter new markets. Through ETAP, the Iowa Department of Economic Development will reimburse a qualified company up to 75 percent of their eligible expenses (up to \$3,000 for a trade mission and up to \$4,000 per trade show per pre-approved event).

ETAP assistance can be utilized by an applicant up to three times during the state fiscal year (July 1-June 30). Funds are still available but are granted on a first-come, first-serve basis. If you will be participating in a trade show or trade mission in the upcoming months, please contact Lisa Mason at lisa.mason@iowalifechanging.com or 515.242.4883 for information on how to apply.

PANAMA KICKS OFF CANAL EXPANSION

Blasting began Monday, September 3, on a \$5.25 billion update of the Panama Canal, the first such expansion since it opened in 1914. The project will add a third lane of larger locks to the 50-mile canal, doubling its capacity and lowering shipping costs by allowing larger vessels to use the canal. The new locks are scheduled to begin operation between 2014 and 2015. *Sources: www.pancanal.com; Des Moines Register, September 4, 2007.*

INTERESTED IN THE ARGENTINE OR CHILEAN MARKETS?

While IDED is not planning trade promotion events in Argentina or Chile this fiscal year, our professional business development service providers are able to offer your company individual assistance in these markets. Chile remains the strongest economy in South America. Iowa exports have nearly doubled since the implementation of the U.S.-Chile Free Trade Agreement in 2004. Argentina has the third largest GDP in Latin America, after Mexico and Brazil, with an average annual growth rate of 8.5 percent since the economic crisis.

Iowa exports have returned to pre-crisis levels. U.S. products are very well received in both countries and are competitively priced given the current exchange rates. Individual assistance includes market research studies, distributor searches and in-country appointment packages. These are all fee based services. Contact Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745 to discuss.

IOWA FOOD COMPANIES: DO YOU WANT TO MAKE MARKETING ABROAD MORE AFFORDABLE?

Tired of trying to figure out how to afford international marketing, all the while knowing that you really can't afford not to? To become a successful long-term exporter, you must have the resources to promote your food products in these markets. The Food Export Association of the Midwest (formerly MIATCO) has funding available to qualified companies that can offset costs of many marketing endeavors including:

- Advertising and public relations
- Product demonstrations and in-store promotions
- Eligible trade show expenses
- Product literature and point-of-sale materials
- Package and label modifications (if necessary to meet foreign importing requirements).

More information about Food Export Association of the Midwest is available on their Web site at www.foodexport.org. You can also contact Lisa Mason at lisa.mason@iowalifechanging.com or 515.242.4883.

2008 U.S. FOOD EXPORT SHOWCASE

The Food Export Association of the Midwest is also offering qualified companies the opportunity to participate in the 2008 U.S. Food Export Showcase, April 27-29, 2008, at McCormick Place in Chicago, Illinois. Participating companies will have the opportunity to receive a comprehensive/cost effective booth package in the U.S. Food Export Showcase section of the Global Food & Style Expo – the turnkey booth package will simplify the exhibiting process.

Attend the Food Export Marketing Forum to help you learn more about international markets and the growing demand for American products.

Meet with international marketing executives representing over 20 markets around the world and gain insights into the opportunities for your food and agricultural products in these markets.

Participate in a buyers mission where you will have guaranteed one-on-one meetings with pre-screened, qualified importers and more.

More information about the Food Export Association of the Midwest is available on their Web site at www.foodexport.org. You can also contact Lisa Mason at lisa.mason@iowalifechanging.com or 515.242.4883.

IDED ANNOUNCES A NEW CHINA CONSULTANT

IDED is pleased to announce that Phoenix Consulting LLC will be our new contractor dedicated to promoting Iowa's products and services in China. Phoenix Consulting LLC is an Iowa company with key strategic locations and partnerships in the China market that allows wide ranging access and expertise. IDED is looking forward to this new partnership to be a valuable resource in promoting Iowa products and services.

To learn more about how your company can access the services of Phoenix Consulting LLC, please contact Kathy Hill at kathy.hill@iowalifechanging.com or 515.242.4741.

EDUCATIONAL OPPORTUNITY

INTRODUCTIONS TO EXPORTING SEMINARS

(NOVEMBER 2007-FEBRUARY 2008)

From November through February, the International Office – in conjunction with the Department of Commerce and the Iowa Agribusiness Partnership – will host Introduction to Exporting Seminars in various locations throughout the state. Each day-long seminar aims to increase the export potential of local businesses by covering topics such as how to respond to trade leads, prepare quotations, payment and financing options and other issues pertinent to exporting companies.

More details are coming soon. Contact Micah Kiel at 515.242.4801 or micah.kiel@iowalifechanging.com.

**JETRO CONFERENCE - UNIQUE PERSPECTIVES ON JAPAN
(NOVEMBER 2, 2007)**

University of Northern Iowa Campus in Shindler Education Center, Room 247

UNIBusiness, in a joint effort with the Iowa Department of Economic Development, will host a conference of the Japan External Trade Organization (JETRO). The half-day conference, open to the business community, will begin with a networking breakfast. A panel of speakers will offer a range of perspectives concerning the opportunities that exist today for trade and business in Japan. Panelists include Japan trade experts with special insights on the Japanese economy, opportunities that exist for Iowa business, the support network available and first hand experiences in successfully doing business in Japan. For more information visit www.JETRO.org or contact Kelly Denewellis at 312.832.6022.



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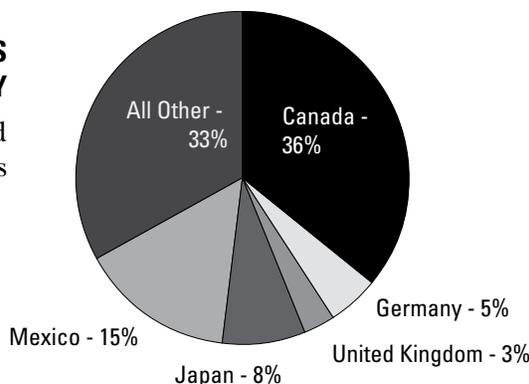


TOP FIVE IOWA EXPORTED PRODUCTS IN 2006

HS	Description	Amount
84	Machinery	1,903,712,561
87	Vehicles, Not Railway	1,137,381,360
02	Meat	596,543,652
85	Electrical Machinery	596,178,823
23	Food Waste; Animal Feed	367,549,422

**2006 IOWA EXPORTS
BY COUNTRY**

Manufactured and processed goods



IOWA'S TOP TEN TRADING PARTNERS IN 2006

(Manufactured & Value Added Goods)

1. Canada
2. Mexico
3. Japan
4. Germany
5. United Kingdom
6. China
7. France
8. Australia
9. Korea
10. Russia